

Media Consumption and its Effects

William John*

Department of media and communication, university of Glasgow, UK

Editorial

Media consumption or media diet is the sum of information and entertainment media taken in by an individual or group. It includes conditioning similar as interacting with new media, reading books and magazines, watching TV and film, and harkening to radio. An active media consumer must have the capacity for dubitation, judgement, free thinking, questioning, and understanding. Among other factors, a person's access to media technology affects the quantum and quality of his or her input. In the United States, for case, "U.C. San Diego scientists in 2009 estimated the average American consumes 34 gigabytes of media a day." The quantum of media consumption among individualities is adding as new technologies are created. According to phys.org, a new study done by an experimenter at the San Diego Supercomputer Center at the University of California, says that by 2015, the sum of media asked for and delivered to consumers on mobile bias and their homes would take further than 15 hours a day to see or hear, an quantum original to watching nine DVDs' worth of data per person per day. With social media networks fleetly growing similar as Instagram, Facebook, and Twitter, our world of media consumption is reaching a youngish and youngish age group, making our consumption that much larger as a country. With mobile bias similar as smartphones, news, entertainment, shopping and buying are each now at the tip of our fritters, anytime, anywhere. The quantum of time spent on social media can inform people about their tone-regard. Research has shown that individualities with lower tone-regard may

have an easier time expressing themselves on social media rather than in the real world. Numerous people use criteria similar as how numerous people are following them and likes to measure acceptance or rejection from peers. One study from the Journal of Experimental Social Psychology, argues that individualities who feel accepted and part of the "in crowd" have a advanced sense of tone-regard than those who don't feel as though they're a part of these crowds. Media consumption affects the public's perception of the justice system through the relationship of fear regarding crime, the perceived effectiveness of law enforcement, and the general stations about discipline for crime. The justice system has been constantly portrayed in mass media in negative tandem through the depiction of culprits, counterculturists, and law enforcement officers, in turn affecting their overall perception by the public. A 2003 study by Dowler showed the goods of media consumption influences public stations regarding crime and justice. In this study, a relationship between media and crime was plant to be dependent on characteristics of the communication and entering followership, where substantial quantities of original crimes reported raised fear, while lower crime quantities lead to a feeling of safety. George Gerbner's empirical studies of the impact of media consumption discovered that TV observers of crime-grounded shows are more fearful of crime than those who aren't consuming that type of media. A study conducted by Chermak, McGarrell, & Gruenewald concentrated on media content of police misconduct, producing results where lesser consumption of media portraying deceitfulness amongst law enforcement led to adding evidence bias in the direction of the officer's guilt.

***Address for Correspondence:** William John Department of media and communication, university of Glasgow, UK, Tel: +27572575, E-mail: williamjohn@edu.uk

Copyright: © 2021 John W. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

Received 11 September 2021; **Accepted** 18 September 2021; **Published** 23 September 2021

How to cite this article: William John. "Media Consumption and its Effects." *J Mass Communicat Journalism* 11 (2021): 444.